



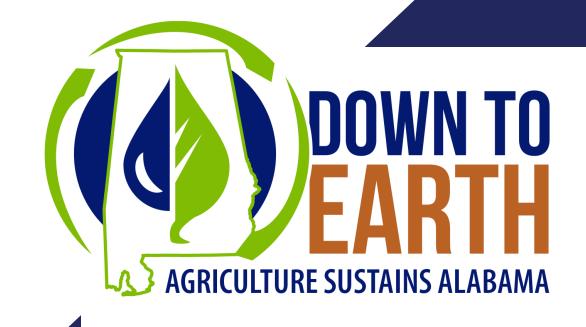
#### WHAT IS DOWN TO EARTH?

Down to Earth is a collaborative communications campaign designed to be a voice for agricultural stakeholders in Alabama to promote the sustainable, conservation-minded practices farmers and ranchers are already doing.



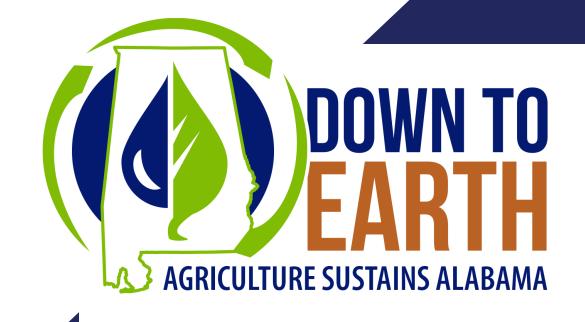
## GOAL

To influence consumers' beliefs by promoting the sustainable, conservation-minded practices Alabama farmers, forestland owners and ranchers are implementing to protect the environment for future generations.



#### WORKING GROUP

Alabama Agribusiness Council
Alabama Association of RC&D Councils
Alabama Cattlemen's Association
Alabama Cooperative Extension System
Alabama Department of Agriculture & Industries
Alabama Farmers Federation
Alabama Poultry & Egg Association
Alabama Forestry Commission
Sweet Grown Alabama



#### SPONSORS

Alabama Ag Credit
Alabama Farm Credit
Alabama Soil & Water Conservation Committee
Auburn University
Corteva
First South Farm Credit











### THE MAIN POINTS

- Carbon Emissions
- Animal & Plant Efficiency
- Data & Technology
- Conserving Natural Resources
- Smart Land Use
- Sustaining for the Future



#### CARBON EMISSIONS

Farmers and timber owners are kings of carbon...carbon storage, that is. We've been turning carbon into oxygen since, well, forever.



#### ANIMAL & PLANT EFFICIENCY

Growing more. Using less. For farmers, it's that simple.



### DATA & TECHNOLOGY

Farmers and forest owners are tech-savvy — just like you.
Computers, smartphones and GPS help us more efficiently care for our land, livestock and crops.



#### CONSERVING NATURAL RESOURCES

Our roots run deep when it comes to conservation. Farmers and timber growers conserve land, air and water — all day. Every day.



### SMART LAND USE

We work to keep our land healthy so it can do what it was made to do

sustain us.



#### SUSTAINING FOR THE FUTURE

We care about sustainability because the land is our most treasured family heirloom.



Carbon Emissions SPRING 2022

Animal & Plant Efficiency SUMMER 2022

Data & Technology SUMMER 2022

Conserving Natural Resources FALL 2022

Smart Land Use WINTER 2023

Sustaining for the Future SPRING 2023



#### Spreading the Word

# BROADCAST +PRINT +DIGITAL +-

### DOWN TO EARTH DAY

March 31, 2022







Campaign Launch Event

Pike Road, AL







# www.DownToEarthAL.com (a)DownToEarthAL